

ABSTRACT

VISUAL IMAGE MARKETING (VIM) is a system whereby the visual image on a film or television program is utilized to market that specific product. In VIM, film\television is combined with computer technology to provide real-time or delayed access to product data. Viewers identify a product or object displayed in a video, television show or movie and by merely pointing and clicking on the object to obtain marketing and other data.

2025 RELEASE UNDER E.O. 14176